DOCUMENT RESUME

ED 067 691 CS 200 167

TITLE	Distributive Education 1 - 8726 (Communication Skills Relating to Marketing and Distribution), Department 48: 8726.03.
INSTITUTION	Dade County Public Schools, Miami, Fla.
PUB DATE	71
NOTE	21p.; An Authorized course of instruction for the Quinmester Program
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Business Education; *Communication Skills; *Curriculum Guides; *Distributive Education; Language Usage; Letters (Correspondence); *Marketing; Oral Communication; Public Schools; Public Speaking; Vocational Education; Writing Skills
IDENTIFIERS	*Quinmester Program

ABSTRACT

An authorized course of instruction for the Quinmester Program in Dade County (Florida) public schools is given for distributive education, communication skills related to marketing and distribution. The objective is to give the student the necessary background in written and oral communication skills. Four blocks define the course. Block I gives a brief review of basic communication components--spelling, vocabulary, and organization. Block II in letter writing deals with qualities of effective letters, business letter components and styles, selling letters, letters of application, and other business communications. The third block focuses on public speaking, including topic selection, audience analysis, purpose and organization, resource materials, and delivery of speech. Block IV gives Quinmester post-tests, and an appendix provides post-test samples. (LH)

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY

ED 067691

AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

DISTRIBUTIVE EDUCATION 1 - 8726
(Communication Skills Relating to Marketing and Distribution)

Department 48 - Course 8726.03

DADE COUNTY PUBLIC SCHOOLS

DIVISION OF INSTRUCTION • 1971

ED 067691

DADE COUNTY PUBLIC SCHOOLS

1410 NORTHEAST SECOND AVENUE

MIAMI, FLORIDA 33132

Course Outline

DISTRIBUTIVE EDUCATION 1 - 8726
(Communication Skills Relating to Marketing and Distribution)

Department 48 - Course 8726.03

the division of

VOCATIONAL, TECHNICAL AND ADULT EDUCATION

DADE COUNTY SCHOOL BOARD

Mr. William Lehman, Chairman
Mr. G. Holmes Braddock, Vice-Chairman
Mrs. Ethel Beckham
Mrs. Crutcher Harrison
Mrs. Anna Brenner Meyers
Dr. Ben Sheppard
Mr. William H. Turner

Dr. E. L. Whigham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

Published by the Dade County School Board

COURSE DESCRIPTION

8726	48	8726.03	Communication Skills Relating to Marketing and Distribution
State Category	County Department Number	County Course Number	Course Title

Develops the ability to write various types of business letters and the ability to prepare and present a planned speech.

PREFACE

This distributive education quinmester course outline in Communications is prepared as a guide to give the student the necessary background in written and oral communication skills. The student is given a quick review of spelling, vocabulary and sentence structure. He will develop the ability to write various types of business letters and the ability to prepare and present a planned speech.

Any distributive worker needs an ability to communicate effectively with fellow workmen, customers, supervisors, and management.

This quinmester course is one of four basic entry level courses which prepare the student for the Cooperative Distributive Education Program. It is comprised of 3 blocks which total 45 hours.

Several teaching methods will be used. The material will be presented to the student through lectures, guest speakers, demonstrations, group discussions, charts, visual aids including slides, filmstrips, and films.

This outline has been developed through the cooperative efforts of the instructional and supervisory personnel, the quinmester advisory committee, and the Vocational Teacher Education Service, Division of Vocational, Technical and Adult Education of the Dade County Public Schools and has been approved by the Dade County Vocational Curriculum Committee.

TABLE OF CONTENTS
with Suggested Hourly Breakdown

	Page
PREFACE	i
GOALS	iii
SPECIFIC BLOCK OBJECTIVES	iv
BIBLIOGRAPHY	6

BLOCK

I. QUICK REVIEW OF BASIC COMMUNICATION COMPONENTS (5 hours)

Spelling Review	1
Vocabulary Review	1
Organization of Communication	1

II. LETTER WRITING (20 hours)

Qualities of Effective Letters	1
Parts of the Business Letter	1
Business Letter Styles	2
Types of Business Letters	2
Selling Letters	2
Letters of Application	2
Other Business Communications	2

III. PUBLIC SPEAKING (20 hours)

Introduction	3
Selecting a Topic	3
Audience Analysis	3
Purpose of Speech	3
Organization of Speech	3
Resource Materials	4
Delivery of Speech	4

IV. QUINMESTER POST-TESTS	9-13
APPENDIX: POST-TEST SAMPLES	8

GOALS

The Distributive Education student must be able to demonstrate:

1. An improvement in basic English skills.
2. The ability to write an effective business letter.
3. The ability to prepare and present a planned speech.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - REVIEW OF BASIC COMMUNICATION COMPONENTS

The student must be able to:

1. Show improvement in his spelling ability by testing.
2. Explain several methods of vocabulary improvement; i.e., proper use of dictionary, word lists.
3. Demonstrate his ability to write a complete sentence.
4. Show his ability to write a 5 sentence paragraph given a topic sentence.
5. Demonstrate good outlining procedures by outlining a chapter in a textbook.

BLOCK II - LETTER WRITING

The student must be able to:

1. Identify the qualities that make up an effective letter.
2. Explain the 5 major parts of a business letter.
3. Compose and write a business letter using an accepted style.
4. Write a sample of each of the 5 types of business letters studied.
5. Write a sales letter incorporating the essential elements of a sales presentation as demonstrated in class.
6. Write a letter of job application with a data sheet attached.
7. Write a job interview thank-you letter.

BLOCK III - PUBLIC SPEAKING

1. Identify several forms of oral communication.
2. Select a suitable topic and plan a speech.
3. Make an analysis of the audience he is speaking to.
4. State the purpose of the speech that he is preparing.
5. Organize and prepare a speech.
6. Identify and use various types of resource materials.
7. Deliver an effective speech.

Course Outline

DISTRIBUTIVE EDUCATION 1
(Communication Skills Relating to Marketing and Distribution)

Department 48 - Course 8726.03

BLOCK

I. QUICK REVIEW OF BASIC COMMUNICATION COMPONENTS

A. Spelling

B. Vocabulary

C. Organization of Communication
1. Sentence structure
2. Paragraph structure
3. Outline structure

II. LETTER WRITING

A. Qualities of Effective Letters
1. Favorable first impressions
2. Appealing to reader's point of view
3. Correctness and accuracy
a. Typographical errors
b. Well-proportioned margins
c. Poor erasing
d. Misspelled words
e. Poorly selected words
f. Errors in capitalization and punctuation
4. Courteous, friendly, sincere
5. Goodwill
6. Clear and complete
7. Concise
8. Cohesiveness--each part related to other parts
9. Paragraphed well
10. Modern language

B. Parts of the Business Letter
1. Heading - Name of firm, address, and date
2. The Salutation - Greeting to person or group
3. Body of the Letter - Subject matter
4. The Complimentary Close - Saying goodbye
5. The Signature - Writer's name and company name

C. Business Letter Styles
   1. Blocked
   2. Semi-blocked--paragraphs indented
   3. Indented
   4. Full blocked
   5. Simplified

D. Types of Business Letters
   1. Letters that ask information
   2. Letters of transmittal
   3. Letters that answer
   4. Claim and adjustment letters
   5. Credit and collection letters

E. Selling Letters
   1. Planning
      a. Determine aim of letter
      b. Determine your market
      c. Select correct appeal
   2. Composing
      a. Attract attention
      b. Arouse interest and desire
      c. Secure conviction
      d. Stimulate action

F. Letters of Application
   1. Organizing the letter
      a. State job for which interested
      b. Prepare a data sheet
         (1) Personal data
         (2) Educational experience
         (3) Work experience
         (4) References
   2. Concluding the letter
      a. State availability for personal interview
      b. Make request for interview easy to grant

G. Other Business Communications
   1. Social-business letters
      a. Letter expressing thanks
      b. Letter of congratulations
      c. Letter of condolence
      d. Formal invitation and reply
   2. Business memorandums

III. PUBLIC SPEAKING

A. Introduction
   1. What is oral communication?
      a. Expressing ideas through use of voice, facial expressions, and actions
      b. Circular process of idea, verbalization, sound, perception, interpretation, and response
      c. Forms of oral communication
         (1) Group discussion
         (2) Debate
         (3) Oral interpretation
         (4) Public speaking
         (5) Other
   2. Why public speaking
      a. Speak before group
      b. Fulfill duties and obligations of job

B. Selecting a Topic
   1. Must be suitable for the audience
   2. Must be suitable for the occasion
   3. Must be suitable for the speaker
   4. Where to locate a topic
      a. Occupation
      b. Hobbies
      c. Academic interests
      d. Vocational activities
      e. Library

C. Audience Analysis
   1. Know what interests and concerns your audience.
   2. Know your audience--age, sex, occupation.
   3. Use appropriate language and examples.
   4. Set tone for the occasion.
      a. Happy
      b. Solemn
   5. Make certain subject and occasion relate.

D. Purpose of Speech
   1. Entertain
   2. Inform
   3. Persuade
   4. Demonstrate
   5. Influence--by the occasion

E. Organization of Speech
   1. Write conclusion first.
   2. Write material to support conclusion and make this the body of your speech.

3. Write the introduction.
4. Outline the speech.
5. State purpose of the introduction.
    a. Gain attention.
    b. Prepare audience regarding nature of speech.
    c. State the main point of speech.
6. Include the ideas and arguments for speech in the main body.
7. Types of conclusions
    a. Summary
    b. Climactic
    c. Emotional appeal to action
    d. Reaction of the preceding ideas
    e. A quotation that ties together the points of your speech

F. Resource Materials
1. Books
2. Periodicals
3. Personal experience
4. Pamphlets
5. Interviews

G. Delivery of Speech
1. Types of delivery
    a. Impromptu--without study or preparation
    b. Extemporaneous--very little preparation
    c. Declamation--speech is memorized
    d. Reading from a manuscript
    e. Speaking from an outline
2. Elements of voice
    a. Breathing
    b. Volume
    c. Projection
    d. Quality
    e. Articulation
    f. Pronunciation
    g. Pitch
    h. Inflection
    i. Emphasis
3. Ways to achieve meaning
    a. Use of pauses
    b. Emphasis of words and phrases
    c. Repetition
4. Poise and physical expression
    a. Avoid apologies.
    b. Use appropriate humor.
    c. Watch your time.
    d. Use eye contact.
    e. Avoid annoying mannerisms.

5. Body actions and gestures
   a. Avoid sloppy or improper actions.
   b. Use to reinforce ideas
   c. Use to control attention
   d. Use to gain ease when speaking
   e. Be straightforward and direct.
   f. Demonstrate good posture.
   g. Practice using good gestures.
6. Feedback
   a. Interpret audience's reaction.
   b. Adjust speech for favorable reaction.
7. Handling stage fright

IV. QUINMESTER POST-TEST

BIBLIOGRAPHY
(Communication Skills Relating to Marketing and Distribution)

Basic References:

1. Steward, Marie M., and others. Business English and Communications. 3rd edition. New York: McGraw-Hill Book Company, Inc., 1967. Pp. 561.

2. Hibbs, Paul, and others. Speech for Today. St. Louis: McGraw-Hill Book Company, Inc., 1965. Pp. 532.

Supplementary References:

3. Agnew, Peter L., and others. Clerical Office Practice. 4th edition. Cincinnati: South-Western Publishing Company, 1967. Pp. 630.

4. Irwin, John W. and Rosenberger, Marjorie. Modern Speech. New York: Holt, Rinehart, and Winston, Inc., 1961. Pp. 567.

5. Monaghen, Patrick. Writing Letters That Sell. New York: Fairchild Publications, Inc., 1968.

6. Ohio State Department of Education. Communications for Distributive Education. Columbus: Distributive Education Materials Lab. Pp. 56.

7. Pennsylvania Department of Public Instruction. Distributive Education Curriculum. Harrisburg: Bureau of Vocational, Technical and Continuing Education. Pp. 258.

8. Scheer, Wilbert. The Art of Successful Self-Expression and Communication. Springfield: Motivation, Inc., 1965.

9. Wingate, John W. and Samson, Harlan E. Retail Merchandising. Cincinnati: South-Western Publishing Company, 1968. Pp. 620.

Films:

1. Speak Up! 16 mm. 12 1/2 min. B/W. Sound. Alturas.

2. Speech: Function of Gestures. 16 mm. 10 min. B/W. Sound. McGraw-Hill Book Company, Inc.

3. Speech: Planning Your Talk. 16 mm. 11 min. B/W. Sound. McGraw-Hill Book Company, Inc.

4. Speech: Stage Fright. 16mm. 10 min. B/W. Sound. McGraw-Hill Book Company, Inc.

APPENDIX

Quinmester Post-Test Samples

Test on Block II
Test 1 - Writing a Sales Letter

Name _____ Date _____ Score _____

Write a one-page sales letter to Mr. Archibald C. Stoner, 2742 S. W. 142nd St., Miami, Florida, 33165.

Write the letter specifically to sell one of the following articles:

1. English racer bicycle
2. Arpege perfume
3. Battery powered wrist watch
4. 5 bank radio
5. Stereo
6. Tape recorder
7. Polaroid camera

Use semi-blocked style. Letter will be graded on:

1. Punctuation
2. Spelling
3. Sales presentation
4. Neatness
5. Other qualities of effective letters, as studied
6. Originality

Test on Block II
Test 2 - Writing a Letter of Application

Name _____ Date _____ Score _____

Write a letter to a local company applying for a job in which you are interested or have had experience. Attach a data sheet. Use blocked style. Letter will be graded on:

1. Punctuation
2. Spelling
3. Word choice
4. Neatness
5. Qualities of effective letters, as studied
6. Originality and content

Name _____ Date _____ Score _____

The quinmester test for this block on public speaking will be based on the Distributive Education Clubs of America Public Speaking Contest. The subject may be assigned by the teacher and the grade will be determined through use of the public speaking rating sheet.

PUBLIC SPEAKING

Purpose: To encourage development of the student's ability to organize and present information in a planned presentation.

Specifications:

1. The general speech topic may be assigned by the teacher.
2. Length of the speech shall be from 3 1/2 to 4 1/2 minutes.
3. Notes may be used during the activity, if participant so desires.
4. A five-point penalty shall be assessed for each fifteen seconds over or under the specified time allotted.
5. A timer will be provided and he will indicate when 3 minutes have elapsed and each 15 seconds thereafter until the speech is completed.

Judging: A total of 100 points is possible for the planned presentation less any penalty for failing to speak at least 3 1/2 minutes or for exceeding the 4 1/2 minute limitation.

Entries: One participant from each chapter.

PUBLIC SPEAKING RATING SHEET

	Excellent	Very Good	Good	Fair	Poor	SPEAKER'S RATING									
						Speaker's Number									
						1	2	3	4	5	6	7	8	9	10
Opening (Appearance, introduction)	15	12	9	6	3										
Voice (Pitch, tempo, volume, and enthusiasm)	10	8	6	4	2										
Platform deportment (Gestures, poise, eye-contact, mannerisms)	10	8	6	4	2										
Organization (Logic, clarity, suitability, coherence)	20	16	12	8	4										
Mechanics (Diction, grammar, pronunciation)	10	8	6	4	2										
Close (Summary conclusion)	15	12	9	6	3										
Effectiveness (Was purpose achieved to inform, persuade, impress)	20	16	12	8	4										
TOTAL SCORES	100														

Judge's Signature